

# 8

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FORM PTO-1449	SERIAL NO. 09/911,674	CASE NO. 9623/332
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE July 24, 2001	GROUP ART UNIT 3661 <del>3625</del>
(use several sheets if necessary)		APPLICANT(S): Darren J. Davis et al.

## REFERENCE DESIGNATION

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
CMN	D1	5,778,357	07/07/1998	Kolton et al.		
CMN	D2	5,794,259	08/11/1998	Kikinis		
CMN	D3	5,802,518	09/01/1998	Karaev et al.		
CMN	D4	5,845,278	12/01/1998	Kirsch et al.		
CMN	D5	5,864,871	01/26/1999	Kitain et al.		
CMN	D6	5,905,862	05/18/1999	Hoekstra		
CMN	D7	5,913,208	06/15/1999	Brown et al.		
CMN	D8	5,999,929	12/07/1999	Goodman		
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CMN	D11	6,101,510	08/08/2000	Stone et al.		
CMN	D12	6,115,718	09/05/2000	Huberman et al.		
CMN	D13	US 6,182,067 B1	01/30/2001	Presnell et al.		
CMN	D14	US 6,185,550 B1	02/06/2001	Snow et al.		
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CMN	D16	US 6,275,820 B1	08/14/2001	Navin-Chandra et al.		
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CMN	D25	US 6,401,118 B1	06/04/2002	Thomas		
CMN	D26	US 6,421,675 B1	07/16/2002	Ryan et al.		
CMN	D27	US 2002/0169760 A1	11/14/2002	Cheung et al.		
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EXAMINER INITIAL		DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES OR NO
CMN	D29	EP 1 282 051 A1	02/05/2003	Europe		
CMN	D30	EP 1 282 059 A1	02/05/2003	Europe		
CMN	D31	WO 99/41694	08/19/1999	WIPO		

EXAMINER CUONG NGUYEN PRIMARY EXAMINER	DATE CONSIDERED 9/10/05
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EXAMINER INITIAL		DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES OR NO
CAN	D32	WO 00/57333	09/28/2000	WIPO		
CAN	D33	WO 01/55929 A1	08/02/2001	WIPO		

EXAMINER INITIAL	OTHER ART - NON PATENT LITERATURE DOCUMENTS <small>(Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.</small>	
CAN	D34	I Seek It Home Page. Printed from the Internet on 5/21/99 at: < <a href="http://www.issekit.com/">http://www.issekit.com/</a> >, pgs. 1-6.
CAN	D35	Haas, Stephanie W. et al., "Page and Link Classifications: Connecting Diverse Resources", <i>ACM Digital Libraries</i> , March 1998, pgs. 99-107.
CAN	D36	"New Service Puts Ad Auction, Search Engine Under One Roof", <i>Electronic Advertising &amp; Marketplace Report</i> , dated 04/28/98, Vol. 12, No. 18, pgs. 1-2.
CAN	D37	Search Report for Great Britain patent application No. GB 0226369.7, dated May 8, 2003, 1 page.

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EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
CMN	A1	5,659,732	08/19/97	Kirsch	<del>995/605</del>	05/17/95
CMN	A2	5,717,923	02/10/98	Dedrick	396/613	11/03/94
CMN	A3	5,724,424	03/03/98	Gifford	380/24	11/29/95
CMN	A4	5,724,521	03/03/98	Dedrick	<del>995/226</del>	11/03/94
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CMN	A6	5,748,954	05/1998	Maudlin	<del>995/640</del>	06/05/95
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CMN	A9	5,794,210	08/11/98	Goldhaber, et al.	705/14	12/11/95
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CMN	A14	5,855,008	12/29/98	Goldhaber, et al.	705/14	08/28/97
CMN	A15	5,864,845	01/26/99	Voorhees, et al.	707/5	06/28/96
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CMN	A17	5,903,882	05/1999	Asay et al.	705/44	12/13/96
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FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES	NO
CMN	A23	WO 99/20486	09/1999	WIPO			
CMN	A24	WO 99/48028	09/1999	WIPO			
CMN	A25	WO 2000/16218	03/2000	WIPO			
CMN	A26	WO 2000/41090	07/2000	WIPO			

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EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
CHAN	A27	Database of Corporate ResourceNet, "New Service Puts An Auction Search Engine Under One Roof", Electronic Advertising & Marketplace Report, Vol. 12, Issue 8, Apr. 1998, page 6.
CHAN	A28	Espe, "Online Search Engines Start To Charge For Listings", Washington Business Journal, Vol. 18, Issue 1, May 1999, page 31.
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CHAN	A39	"Automated Patent System (APS) Workstation Reference Manual", by US Patent & Trademark Office, July 1996.
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CHAN	A44	Wang, "Engines Battle Irrelevance of Results-New Search Service Hope To Fill The Void", by Internet World, Feb. 1998.
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FORM PTO-1449	<b>OCT 04 2001</b>	SERIAL NO. 09/911,674	CASE NO. 9623/334
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EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
CHAN	A49	Hilty, "GoTo.Hell-What Happens When On Line Search Engine Accepts Cash From Web Sites?" from <a href="http://www.ocweekly.com/link/archives/97/27/byte-3.11.98-1.html">http://www.ocweekly.com/link/archives/97/27/byte-3.11.98-1.html</a> , March 1998.
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EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
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CHAN	A80	Ken Glaser, "Who Will GoTo.com?", OnlinePress.com, Feb. 1998
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CHAN	A90	Steven Vonder Haar, ZDNet.com, February 19, 1998, "Searching For The Highest Bidder", obtained at the internet address <a href="http://www.zdnet.com/intweek/daily/980219i.html">http://www.zdnet.com/intweek/daily/980219i.html</a> , February 23, 1998.
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CHAN	A94	Nick Wingfield, Staff Writer, CNET News.com, June 21, 1996, "Engine Sells Results, Draws Fire", obtained at the internet address <a href="http://www.news.com/News/Item/Textonly/0,25,1635,00.html">http://www.news.com/News/Item/Textonly/0,25,1635,00.html</a> , July 29, 1999.
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CHAN	A96	Rose Aguilar, Staff Writer, CNET News.com, April 29, 1996, "New Ad Model Charges By The Click", obtained at the internet address <a href="http://www.news.com/News/Item/0,4,1199,00.html">http://www.news.com/News/Item/0,4,1199,00.html</a> , July 29, 1999.
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CHAN	A106	hitsgalore.com Search Engine, May 21, 1999, obtained at the internet address <a href="http://www.hitsgalore.com">http://www.hitsgalore.com</a>
CHAN	A107	I Seek It "The Next Generation Search Engine", May 21, 1999, obtained at the internet address <a href="http://www.iseekit.com">http://www.iseekit.com</a> .
CHAN	A108	Correspondence from Emilia F. Cannella to Robert Brahms, CEO of BeFirst Internet Corporation regarding findwhat.com, July 20, 1999.
CHAN	A109	Correspondence from Emilia F. Cannella to Michael Melcher, MC Services regarding SearchUP.com, July 1, 1999.
CHAN	A110	Correspondence from Emilia F. Cannella to Robert G. Schuler, Esq., Kegler, Brown, Hill & Ritter regarding isekit.com, July 1, 1999.
CHAN	A111	Correspondence from Emilia F. Cannella to Andrew Conru, Vote Publishing regarding galore.com, June 30, 1999.
CHAN	A112	SearchUP.com - Internet Directory, Automated Bid Placement System, obtained at the internet address <a href="http://www.searchup.com/search.cfm">http://www.searchup.com/search.cfm</a> , August 25, 1999.

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EXAMINER PRIMARY EXAMINER	DATE CONSIDERED 9/10/05
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FORM PTO-1449	SERIAL NO. 09/911,674	CASE NO. 9623/334
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE July 24, 2001	GROUP ART UNIT 3661 TBA (Parent GAU 2165)
(use several sheets if necessary)		APPLICANT(S): Davis, et al.

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
CHAN	A113	SearchUP: URL Position Manager, obtained at the internet address <a href="https://www.securearea.net/searchup/login.cfm">https://www.securearea.net/searchup/login.cfm</a> , August 25, 1999.
CHAN	A114	SearchUP: URL Position Manager, obtained at the internet address <a href="https://www.securearea.net/searchup/newaccount.cfm">https://www.securearea.net/searchup/newaccount.cfm</a> , August 25, 1999.
CHAN	A115	SearchUP: URL Position Manager, obtained at the internet address <a href="https://www.securearea.net/getaccount/login.cfm">https://www.securearea.net/getaccount/login.cfm</a> , August 25, 1999.
CHAN	A116	Correspondence from Emilia F. Cannella to Mr. D. Reed, Reports Galore, regarding <a href="http://hitsgalore.com">hitsgalore.com</a> , June 30, 1999.
CHAN	A117	Miller, Karen L., "Improve Your Ranking", Home Office Computer, Vol. 16, No. 1, Jan. 1998, p. 51(2).
CHAN	A118	Jeff Fretzen, "Help For Getting The Word Out About Web Sites", PC Week, Vo. 14, No. 46, Nov. 3, 1997, p. 27(1).
CHAN	A119	Article from the Search Engine Report, "GoTo To Sell Positions", March 3, 1998, <a href="http://www.searchenginewatch.com/sereport/9803-to-to-html">http://www.searchenginewatch.com/sereport/9803-to-to-html</a> .
CHAN	A120	Article from CNET News, "Engine Sells Results, Draws Fire", June 21, 1996, <a href="http://www.nees.com/News?Item/0,4,1635,00.html">http://www.nees.com/News?Item/0,4,1635,00.html</a> .
CHAN	A121	Press release on Lightweight Directory Access protocol (LDAP), Netscape Comm. Corp. Mountain View, CA., April 1996.
CHAN	A122	ClickMail Central directory, circa April 1996,
CHAN	A123	GoTo.com, circa 1998, at <a href="http://www.goto.com">www.goto.com</a>
CHAN	A124	Northern Light, circa 1997-98, at <a href="http://sirocco.northernlight.com">sirocco.northernlight.com</a>
CHAN	A125	Laura Rich, Adweek Online IQ News Online, February 23, 1998, "New Search Engine Allows Sites to Pay Their Way to Top", from <a href="http://www.adweek.com/iq/iqnews02.asp">http://www.adweek.com/iq/iqnews02.asp</a> , February 23, 1998.
CHAN	A126	Smith, Laura B., article "Going ... Gone", PC Week, Vol. 13, No. 34, August 26, 1996, p E1 (2), <a href="http://www.dialog-classic.com/DialogClassic/dialog">http://www.dialog-classic.com/DialogClassic/dialog</a> .
CHAN	A127	Cliff Kurtzman, "Another Internet Advertising List", Internet Advertising Digest #006, dated June 19, 1996, from <a href="http://www.o-a.com/archive/1996/june.0021.html">http://www.o-a.com/archive/1996/june.0021.html</a> , printed 09/28/01, 5 pages.

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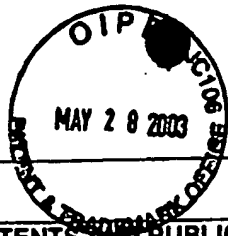
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(use several sheets if necessary)	APPLICANT(S): Darren J. Davis et al.	

## REFERENCE DESIGNATION

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
CAN	C1	5,778,367	07/07/98	Wesinger, Jr. et al.		
CAN	C2	5,862,223	01/19/99	Walker et al.		
CAN	C3	US 6,285,987 B1	09/04/01	Roth et al.		

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
CAN	C4	News of The Week articles, <i>Telephony</i> , May 1, 1995, pages 8 and 10.
CAN	C5	Nuts 'N Bolts articles, <i>Target Marketing</i> , October 1997, 1 page.
CAN	C6	DoubleClick TestIt!, obtained at the internet address: <a href="http://web.archive.org/web/19980205034316/www.doubleclick.com/nf/adinfo/testiset.htm">http://web.archive.org/web/19980205034316/www.doubleclick.com/nf/adinfo/testiset.htm</a> , dated 10/16/2002, 4 pages.
CAN	C7	DoubleClick Frequently Asked Questions, obtained at the internet address: <a href="http://web.archive.org/web/19980205033925/www.doubleclick.com/nf/adinfo/facts.htm">http://web.archive.org/web/19980205033925/www.doubleclick.com/nf/adinfo/facts.htm</a> , dated 10/16/2002, 5 pages.
CAN	C8	"New Service Puts Ad Auction, Search Engine Under One Roof", article from Electronic Advertising & Marketplace Report, <i>Simba Information, Inc.</i> April 28, 1998, 2 pages.
CAN	C9	Google Search, communication from Jeffrey Brewer at <a href="mailto:Jeffrey@goto.com">Jeffrey@goto.com</a> , titled "Need reverse stemming software", dated May 27, 1998, obtained at the internet address: <a href="http://groups.google.com/groups?selm=356CEE4A8DE882A8%40goto.com">http://groups.google.com/groups?selm=356CEE4A8DE882A8%40goto.com</a> , on 12/19/02, 1 page.
CAN	C10	Ketchpel, Steven P. et al. "U-PAI: A Universal Payment Application Interface", conference material article from the Second USENIX Workshop on Electronic Commerce Proceedings", Oakland, California, November 18-21, 1996, 17 pages.
CAN	C11	Schwartz, Randal L., "Click-Through Tracking in Perl", <i>Web Techniques</i> , dated May 1998, located at the internet address: <a href="http://www.webtechniques.com">www.webtechniques.com</a> , 3 pages.
CAN	C12	Van Roeden, Adriaan, "Your Own Search Engine With SWISH, A Custom Search Facility For Your Web Site", <i>Web Techniques</i> , dated November 1996, located at the internet address: <a href="http://www.webtechniques.com">www.webtechniques.com</a> , pp. 63-66 pages.
CAN	C13	Full Catalog - Categories Menu, Sun Microsystems Sun Solutions Catalog, obtained at the internet address: <a href="http://web.archive.org/web/19981205110211/solutions.sun.com/catalogs/all/index.htm">http://web.archive.org/web/19981205110211/solutions.sun.com/catalogs/all/index.htm</a> , printed on 12/19/02, 2 pages.
CAN	C14	Help on Making Queries - Search by Company or Product, obtained at the internet address: <a href="http://web.archive.org/web/19981203050002/solutions.sun.com/search-help.htm">http://web.archive.org/web/19981203050002/solutions.sun.com/search-help.htm</a> , printed on 12/19/02, 4 pages.
CAN	C15	Online Updating, Sun Microsystems Sun Solutions Catalog obtained at the internet address: <a href="http://web.archive.org/web/19990220190636/solutions.sun.com/editmodule/help.html">http://web.archive.org/web/19990220190636/solutions.sun.com/editmodule/help.html</a> , printed on 12/19/02, 2 pages.

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(use several sheets if necessary)		APPLICANT(S): Darren J. Davis et al.

## REFERENCE DESIGNATION

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
QAN	B1	US 2002/0004735 A1	01/10/2002	Gross		
	B					
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## FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES NO
	B					
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	B					
	B					
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EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
QAN	B2	Press Release article titled "GoTo.com Announces First round of Financing, Totaling More Than \$6 Million, Led by Draper, Fisher Jurvetson", <i>Business Wire</i> , dated May 19, 1998, printed from the Internet at < <a href="http://www.dialogclassic.com/main.vingw">http://www.dialogclassic.com/main.vingw</a> > on 11/9/00, 2 pages.
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